



MongoDB Conference Sponsorship Packages

What

10gen organizes one-day, multi-track conference about the open source database MongoDB.

Who

MongoDB conferences consistently attract diverse crowds of software developers, database administrators, entrepreneurs, and CTOs. On average, about 30% of our attendees are manager or lead engineer level, and we consistently attract both web startups and large enterprise organizations.

Conference Sizes

Meetup: Free evening event with up to 100 attendees

Small: One day conference with 150-200 attendees

Medium: One day conference with 200-500 attendees

Large: One day conference with 500 attendees

Large+: One day conference with 600+ attendees (includes MongoSF, MongoNYC, MongoSV)

Registration

\$50 early bird (ends three weeks prior to conference date)

\$100 general admission

\$30 student rate

Pricing

Meetup Conferences: Exclusive to one sponsor; \$1,500

Seedling: \$750 (For All Event Sizes) The Seedling Partner sponsorship is limited to startup companies sponsoring a MongoDB event for the first time. To be eligible, the company must be privately-held, operating for less than three years, with less than \$750k annual revenue.

1 Leaf: \$1,500 (For All Event Sizes)

2 Leaf: \$3,000 (Small and Medium Events); \$6,000 (Large Events)

3 Leaf: \$5,000 (Small and Medium Events); \$10,000 (Large Events)

4 Leaf: \$10,000 (Small and Medium Events); \$15,000 (Large Events)

**Please note this pricing structure does not apply to our MongoSV, MongoSF, and MongoNYC events. Contact sponsorship@10gen.com for event specific pricing.*

2012 Upcoming Conferences

Name	Date	Size
MongoDB Sydney	3/17/2012	Medium
MongoDB Berlin	3/20/2012	Medium
MongoDB Shanghai	3/31/2012	Medium
MongoDB Philly	April 2012	Meetup
MongoDB Beijing	4/2/2012	Medium
MongoDB Stockholm	4/5/2012	Small
MongoDB Atlanta	4/20/2012	Small
Powered by MongoDB Hackathon, NYC	4/27-28/2012	Small
MongoDB Amsterdam	May 2012	Meetup
MongoSF	5/4/2012	Large
MongoNYC	5/23/2012	Large
MongoDB Paris	6/14/2012	Medium
MongoDB UK	6/20/2012	Large
MongoDC	6/26/2012	Large
MongoDB Charlotte	July 2012	Meetup
MongoDB San Diego	July 2012	Meetup
MongoDB Sao Paulo	July 13, 2012	Medium
MongoDB Seattle	September 14, 2012	Large
MongoDB Boston	October 2012	Medium
MongoDB Munich	October 2012	Medium
MongoDB Chicago	November 2012	Small
MongoSV	December 4, 2012	Large+

Sponsorship Options

	Four Leaf (Limit 1)	Three Leaf (Limit 3)	Two Leaf	One Leaf	Seedling
After Party Sponsorship	x				
Choice of: Breakfast, Coffee Break, or Lunch Sponsorship.		x			
Sponsored Talk (Pending Approval)	x	x			
Participation in Passport Program, Receipt of All leads Generated in the Passport Program, and Prize Offering (<i>for MongoSF, MongoNY, MongoDB UK, and MongoDC</i>)	x	x	x		
Table at Event - up to 6 Staff Members per Table	x	x	x		
Contact Info Bar Code on Name Badges for Scanning (All Events) or Scanners for Purchase (MongoSF and MongoNY)	x	x	x		
50-Word Message in Pre-Conference "Reminder" Email to Attendees*	x	x	x		
150-Word Message in Post-Conference "Thank You" Email to All Attendees*	x	x	x		
Collateral* in Conference Packets	x	x	x	x	x
Inclusion in Marketing Communications including Promotional Emails, Twitter and Facebook	x	x	x	x	x
Linked Logo on Website, All Conference Emails, and Signage	x	x	x	x	x
Co-Marketing Activities**	x	x	x	x	x
Conference Passes	5	3	2	1	1
Community 25% off Discount Code	x	x	x	x	x

*All collateral and messages must be approved prior to inclusion in conference materials.

**Co-Marketing Activities: In order to maximize the value of your on-site presence, we kindly request you raise awareness of the sponsored event(s) with your target audience in the follow manner: Email existing and potential customers in the region/city prior to the event, Evangelists raise awareness by blogging pre and post event, and leverage social media platforms such as Facebook and Twitter to generate traffic.

Sponsorship Application

Please print or type clearly, review Terms and Conditions included with this Application, sign and return via email to sponsorship@10gen.com.

Sponsor Name

Address

Contact Person

Email

Phone

Billing Contact

Billing Contact Email

Billing Contact Phone

_____ (“Sponsor”) has reviewed and agrees to abide by the Terms and Conditions included with this Application.

This Application and Contract for Sponsorship shall become binding upon acceptance by an authorized 10gen Inc. (“10gen”) representative. 10gen reserves the right to reject or terminate this Application and Contract for Sponsorship at its sole discretion. I certify that I am authorized to sign and enter into this Application and Contract for Sponsorship on behalf of Sponsor.

Sponsor Representative (Please Print)

Authorized Signature

Date

10gen Inc. Representative (Please Print)

Authorized Signature

Date

Terms and Conditions

Site and Time

_____ (the "Conference") is scheduled to be held in _____ on _____. 10gen Inc. ("10gen") reserves the right, at its sole discretion, to change the site, hours or dates. 10gen will attempt to notify Sponsor of any such changes as far in advance as possible.

Applications

All applications for sponsorship at the Conference must be made on this Contract. A counter-signed copy will be returned to the Sponsor upon acceptance of the Contract by an authorized representative from 10gen. 10gen reserves the right, at its sole discretion, to decline acceptance of any Contract.

Payment

Payment of the Sponsorship Fee shall be made in U.S. currency by check payable to "10gen, Inc." according to the following schedule: Fifty percent (50%) of the total Sponsorship fee invoiced by 10gen shall be due and payable immediately. The remaining 50% will be due three weeks prior to the date of the Conference.

Cancellation by 10gen

10gen reserves the right to cancel the Conference or to terminate this Contract for any reason at any time upon written notice to Sponsor. Upon cancellation or termination by 10gen, 10gen's sole liability to Sponsor, and Sponsor's exclusive remedy, shall be a refund of any Sponsorship fees paid by Sponsor under this Contract.

Force Majeure

10gen shall not be responsible for any loss or damage resulting from failure to perform under this Contract or to conduct the Conference as currently scheduled in whole or part as a result of riot, strike, civil disorder, act of war, failure of facilities, earthquake, storm, fire, flood, or other acts of God, or any reason of any kind whatsoever beyond the reasonable control of 10gen. In such instance, however, 10gen will make reasonable efforts to reschedule the Conference. Notwithstanding any other terms or conditions of this Contract, should it ultimately be impossible to hold the

Conference for the foregoing reasons, 10gen may retain or will be due such portion of Sponsor's Sponsorship Fee as shall be required to compensate 10gen for expenses expenses reasonably incurred up to the time a contingency beyond its control shall have occurred. All payments in excess of such expenses shall be refunded.

Limitation Of Liability

10gen shall in no event be liable for any indirect, incidental, special or consequential damages, or damages for loss of profits, revenue, data, or use, incurred by Sponsor, whether in an action in contract or tort, even if 10gen has been advised of the possibility of such damages. 10gen's liability for damages hereunder shall in no event exceed the amount of fees paid by Sponsor under this Contract.

Other Rules and Regulations

Sponsor shall comply with all fire laws, electrical codes and all other applicable rules, regulations, codes or statutes.

No Assignment

The rights granted by this Contract are personal in nature. Sponsor may not assign this Contract to any third party without the consent of 10gen.

Authorization

By signing this contract you are authorizing 10gen to provide contact information including your address, phone number, fax number and contact person to any service vendor contracted to conduct work at the Conference.

Governing Law; Jurisdiction

This Contract, and all matters arising out of or relating to this Contract, shall be governed by the procedural and substantive laws of the state of New York. Any legal action relating to this Agreement shall be instituted in a state or federal court in New York. The parties agree to submit to the exclusive jurisdiction of, and agree that venue is proper in, these courts in any such legal proceeding.

Entire Agreement

This Contract constitutes the complete agreement between the parties and supersedes all prior or contemporaneous agreements or representations, written or oral, concerning the subject matter hereof. This Contract may not be modified or amended except in a writing signed by a duly authorized representative of each party.



MongoDB (from "humongous") is a scalable, high-performance, open source, document-oriented database. MongoDB bridges the gap between key-value stores (which are fast and highly scalable) and traditional RDBMS systems (which provide rich queries and deep functionality).



10gen started the MongoDB project, and provides commercial support, training, and professional services for enterprise-grade deployments of MongoDB.

Please contact (866) 237-8815, +1 (650) 440-4474, or info@10gen.com for more information.